

REP HEADLINE# 6271842 TRF# 488949  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* \*

ADV # \_\_\_\_\_ ADV. NAME POLI/L FOLEY/R/CON/CT REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY #	AGY. NAME	STRATEGIC MEDIA PLACEMENT	BUYER NAME	WHITNEY EVERSOLE

7669 STAGERS LOOP  
DELAWARE, OH 43015

SALES PRSN WA- HEATHER UTTLEY (H)

ORDER # \_\_\_\_\_ CONTRACT # 6271842 CLASS: NATL. LOCAL REGIONAL.

PRDCT LISA FOLEY US HOUSE EST#2597 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	AUG11/12	AUG14/12	WK-1
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG13/12 11 28

REP: REVISED ORDER  
ZEROED LNS 9 & 10  
ADDED LN 18  
TTL SAME  
PLS CFM  
THANKS, MIKE FOR HEATHER

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LISA WILSON FOLEY FOR US HOUSE CTD5, 30 MIN SEP

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 2597												
9	S		1030A-1130A	30		\$350.00	8/12	8/12	0		SUN	0
PROGRAM : FACE NATION												
CON COM1: FACE NATION												
10	S		1100A-1200N	30		\$500.00	8/13	8/13	0		MON	0
PROGRAM : PRICE IS RIGHT												
CON COM1: PRICE IS RIGHT												

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19
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24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31
32	32	32	32	32	32	32	32	32
33	33	33	33	33	33	33	33	33
34	34	34	34	34	34	34	34	34
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36	36	36	36	36	36	36	36	36
37	37	37	37	37	37	37	37	37
38	38	38	38	38	38	38	38	38
39	39	39	39	39	39	39	39	39
40	40	40	40	40	40	40	40	40
41	41	41	41	41	41	41	41	41
42	42	42	42	42	42	42	42	42
43	43	43	43	43	43	43	43	43
44	44	44	44	44	44	44	44	44
45	45	45	45	45	45	45	45	45
46	46	46	46	46	46	46	46	46
47	47	47	47	47	47	47	47	47
48	48	48	48	48	48	48	48	48
49	49	49	49	49	49	49	49	49
50	50	50	50	50	50	50	50	50
51	51	51	51					

## CONTRACT


**wfsb.com**

**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<b>Contract / Revision</b> 488949 /		<b>Alt Order #</b> 06271842
<b>Product</b> LISA FOLEY US HOUSE		
<b>Contract Dates</b> 08/12/12 - 08/14/12		<b>Estimate #</b> 2597
<b>Advertiser</b> Lisa Willson Foley		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	08/13/12	08/14/12	Eyewitness News	5am - 5:30am		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$450.00			
2	WFSB	08/13/12	08/14/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$600.00			
3	WFSB	08/13/12	08/13/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$900.00			
4	WFSB	08/13/12	08/13/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$900.00			
5	WFSB	08/13/12	08/13/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$200.00			
6	WFSB	08/12/12	08/12/12	Eyewitness News Weekend	6am - 7am		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$125.00			
7	WFSB	08/12/12	08/12/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$450.00			
8	WFSB	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$800.00			
N 9	WFSB	08/12/12	08/12/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	Face the Nation/ Face the St	10:30am - 11:30am	-----Su	:30		\$350.00	NM		
			See MG 9.2									
	2	WFSB	08/14/12-08/14/12	Eyewitness News	12pm - 12:30PM	-Tu-----	:30		\$850.00	NM		
	Ⓢ MG for 10.1,9.1											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u>		<u>Alt Order #</u>
488949 /		06271842
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/12/12 - 08/14/12	LISA FOLEY US HOUSE	2597
<u>Advertiser</u>		<u>Original Date / Revision</u>
Lisa Wilson Foley		08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WFSB	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/13/12-08/19/12	11a-12p Price is Right	11am - 12pm	M-----	:30		\$500.00	NM		
	See MG 9.2											
11	WFSB	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$600.00			
12	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
13	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
14	WFSB	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$2,100.00			
15	WFSB	08/12/12	08/12/12	Su Late News	11PM - 1135PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$1,200.00			
16	WFSB	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,200.00			
17	WFSB	08/12/12	08/12/12	PGA Championship	11-8p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----4				4	\$250.00			
<b>Totals</b>											<b>22</b>	<b>\$15,550.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	22	\$15,550.00	\$13,217.50
<b>Totals</b>	<b>22</b>	<b>\$15,550.00</b>	<b>\$13,217.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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